

United States Home Decor - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 160 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The United States Home Decor Market size is estimated at USD 215.20 billion in 2025, and is expected to reach USD 263.21 billion by 2030, at a CAGR of 4.11% during the forecast period (2025-2030).

The US home decor market has witnessed a consistent growth trajectory, and this upward trend is poised to persist. A surge in consumer demand for home decor essentials like furnishings, textiles, and floor coverings primarily drives this growth in the market. Additionally, the US home decor market analysis indicates that the rising popularity of compact housing has spurred a demand for products with enhanced storage options, elevating the aesthetic appeal of homes.

Conversely, the market is witnessing a surge in demand for bespoke and trendy home decor products, particularly among affluent consumers, indicating a robust expansion for industry growth. These factors are paving the way for a promising growth outlook in the United States home decor sector.

With a commanding market share of over 60% in North America, industry statistics shows that the United States home decor market is outpacing its regional counterparts, propelled by evolving lifestyles and a surge in household possessions. As homeownership rises, the utilization of furniture, textiles, and floor coverings as design elements to enhance living spaces is gaining traction.

According to this market forecast report, the advent of e-commerce, coupled with the widespread adoption of smart devices like mobiles and tablets, has bolstered the preference for online purchases in the home decor segment. This shift toward digital channels is driven by key industry trends, providing seamless payment and delivery options and is poised to be a defining trend in the global home decor market in the coming years.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

US Home Decor Industry Trends

The Market is Being Fueled by the Growth of E-Commerce Distribution

The US Home decor market statistics indicate that online shopping platforms have revolutionized the accessibility of home decor, offering customers an extensive range of options at their fingertips. Retailers are enhancing the buying experience by providing virtual room planners, detailed product descriptions, and user feedback. The convenience of home delivery and often more competitive pricing have further fueled the popularity of home decor items among consumers.

Online shopping has increased, driven by the ubiquity of smart devices, a buoyant economy, and the evolution of m-commerce's purchase and delivery options. The current industry trends are driving robust growth in the US online home decor market, supported by factors such as free delivery, robust customer support, secure online payment systems, and user-friendly website designs. A notable catalyst for this growth is the upswing in online sales, amplified by the proliferation of new smartphones and expanding avenues for mobile commerce.

The Real Estate Sector's Growth Fueled the Consumer's Interest in Home Decor Products.

Recent industry analysis has identified that robust growth of the real estate market is fueling a parallel surge in demand for home decoration services. This surge is mirrored in the expanding home decor market. Notably, the interior design sector has evolved to cater to the rising demand for high-end luxury home decor, enhancing the guest experience. A key driver of the growth in the home decoration industry is the rising trend of house renovations, one of the notable market trends, which is broadening the array of interior design offerings, ranging from marble or wood flooring to decorative lighting and eco-friendly furniture.

The rapid expansion of the real estate sector is amplifying the need for services like interior design and home decor. This, in turn, is propelling the home decor market share, with a particular uptick in demand for items like furniture, home textiles, and flooring. As a result, the home decor industry size is poised for gradual growth in the coming years, which contributes to a positive market outlook.

US Home Decor Market Overview

The US home decor market is fragmented. Its growth is propelled by a thriving real estate sector. Currently, a handful of key players dominate the market growth. Yet, fueled by technological advancements and innovative offerings, smaller and mid-sized firms are bolstering their market presence. They are achieving this by securing fresh contracts and venturing into untapped markets. Some of the largest companies in the US home decor market include Inter IKEA Systems BV, Bed Bath & Beyond Inc., Ashley Furniture Industries, Inc., Mannington Mills Inc., and Kimball International Inc.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions & Market Definition

1.2 Scope of the Study

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.1.1 The Demand for Home Decor Products is Surging as People are Inclined to Show their Creativity Through DIY Activities.

4.2 Market Restraints

4.2.1 The Price Fluctuations of Raw Materials can be a Challenge for the Home Decor Industry.

4.2.2 Lack of Skilled Labour who Design Home Decor Furniture

4.3 Market Opportunities

4.3.1 Growing Significance of Social Media and Celebrity Partnerships

4.3.2 Trends in the Adoption of Environmentally Friendly Products

4.4 Industry Attractiveness - Porter's Five Forces Analysis

4.4.1 Threat of New Entrants

4.4.2 Bargaining Power of Buyers/Consumers

4.4.3 Bargaining Power of Suppliers

4.4.4 Threat of Substitute Products

4.4.5 Intensity of Competitive Rivalry

4.5 Impact of COVID-19 on the Market

4.6 Insights into Technological Advancements in the Duty Free and Travel Retail

5 MARKET SEGMENTATION

5.1 By Product

5.1.1 Home Furniture

5.1.2 Home Textiles

5.1.3 Flooring

5.1.4 Wall Decor

5.1.5 Lighting and Lamps

5.1.6 Accessoriess

5.1.7 Other Home Decor Products

5.2 By Distribution Channel

5.2.1 Supermarkets/Hypermarkets

5.2.2 Specialty Stores

5.2.3 Online

5.2.4 Other Distribution Channels

6 COMPETITIVE LANDSCAPE

6.1 Market Concentration Overview

6.2 Company Profiles

6.2.1 Ashley Furniture

6.2.2 Ikea USA

6.2.3 American Textile Systems

6.2.4 Acuity Brands Lighting

6.2.5 Generation Lighting

6.2.6 Mohawak Flooring

6.2.7 Shaw Industries Group

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.2.8 Mannington Mills Inc.
- 6.2.9 Kimball International
- 6.2.10 Herman Miller Inc.
- 6.2.11 Crane & Canopy Inc*

7 FUTURE MARKET TRENDS

8 DISCLAIMER

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**United States Home Decor - Market Share Analysis, Industry Trends & Statistics,
Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 160 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-27"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

